

CATEGORIES & FEES

INTERACTIVE - GENERAL INFO

Interactive recognizes advertising communicated through digital channels including websites, gaming, and other digital media.

ALL ENTRIES

All entries must include project information and media for judging. Please see individual Category information for specifics.

INFORMATION:

Each entry requires the following project information:

- ✎ **Entry Title:** Give your entry a descriptive and helpful title.
- ✎ **Client:** Who commissioned this project?
***Note:** Self-Promotion entries must have the same Client and Company.
- ✎ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.
i.e. "Blue Poster," "Red Poster," and "Yellow Poster"
- ✎ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✎ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✎ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

ELEMENTS:

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* ***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

SUBMISSION MEDIA:

Includes material and content that the jury will be judging. Interactive categories require digital file uploads of one of the following:

- ✎ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the project and its creative execution. These videos may also include cultural background, explanation and results. ***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.
- ✎ **URL:** An active link that must remain unchanged through The One Show judging period. URLs of a video hosted online are NOT accepted (i.e., Vimeo, YouTube, etc.); landing pages of case study content are acceptable.
- ✎ **Case Study Video with Supplemental URL:** For website entries, you may submit a case study video that provides an explanation of the project and showcases the experience of using the site. This will be used as your primary judging media. With this option, you may also provide a URL link to the live site. ***Note:** The live site will be viewed at the judges' discretion.

REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.

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INTERACTIVE

| KEY | CATEGORY – SUBCATEGORY | ELEMENTS | SUBMISSION MEDIA | | REF. IMGS. | NOTES | FEE (USD) |
|------------|---|----------------------------|--|-------|------------|---|-----------|
| | | | TYPE | FILES | | | |
| G01 | Websites | | URL OR Case Study 2 minutes or less OR URL + Case Study | 1 | 3-5 | | \$550 |
| | <i>A website, microsite, or webpage created to promote a brand, product, or service.</i> | 1 | | | | | |
| G02 | Websites – Utility | | URL OR Case Study 2 minutes or less OR URL + Case Study | 1 | 3-5 | | \$550 |
| | <i>A branded online tool or website that facilitates a useful function for the user. Includes ecommerce, rating system, etc.</i> | 1 | | | | | |
| G03 | Online Advertising – Banners | | URL OR Case Study 2 minutes or less OR URL + Case Study | 1 | 1-10 | | \$550 |
| | <i>Online banner advertisements created for a brand, product or service.</i> | Single: 1 Campaign: 3-5 | | | | | |
| G04 | Online Advertising – Interactive Video | | URL OR Case Study 2 minutes or less OR URL + Case Study | 1 | 3-5 | | \$550 |
| | <i>An online video that requires user interaction to enhance the story or experience.</i> | 1 | | | | | |
| G05 | Ambient / Immersive – Virtual Reality (VR) | | Case Study Video 2 minutes or less | 1 | 3-5 | No special equipment will be used for judging. You must submit the required case study video to showcase the VR experience. | \$550 |
| | <i>Use of a computer-generated, three-dimensional environment to incorporate interaction with and promotion of a brand in a seemingly real way. Requires the use of specialized equipment or programming.</i> | 1 | | | | | |
| G06 | Ambient / Immersive – Digital Installations | | Case Study Video 2 minutes or less | 1 | 3-5 | | \$550 |
| | <i>An immersive piece of advertising which incorporates interactive, digital elements. Includes live events, brand installations, art interventions, transit, kiosks, etc.</i> | 1 | | | | | |
| G07 | Gaming | | Case Study Video 2 minutes or less | 1 | 3-5 | No special equipment will be used for judging. You must submit the required case study video to showcase the gaming experience. Mobile games should be entered into category H06: Mobile - Gaming. | \$550 |
| | <i>Gaming that features a brand as an integral component of gameplay. Includes online, console, computer and other digital games.</i> | 1 | | | | | |
| G08 | Self-Promotion | | URL OR Case Study 2 minutes or less OR URL + Case Study | 1 | 3-5 | For Self-Promotion entries, the Client and Company must be the same. Work entered here cannot be entered into any other categories (excluding Craft and Innovation). | \$550 |
| | <i>Interactive work created by an individual or company to promote themselves or their services.</i> | Single: 1 Campaign: 3-5 | | | | | |
| G09 | Craft – Visual Effects / Animation | | URL OR Case Study 2 minutes or less OR URL + Case Study | 1 | 3-5 | | \$550 |
| | <i>Exemplary visual effects or animation applied to interactive work. Includes motion graphics, virtual reality, augmented reality, etc.</i> | 1 | | | | | |

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|------------|---|----------|--|-------|------------|-------|-----------|
| | | | TYPE | FILES | | | |
| G10 | Craft – Music / Sound | | URL OR Case Study 2 minutes or less OR URL + Case Study | 1 | 3-5 | | \$550 |
| | <i>Exemplary music or sound applied to interactive work.</i> | 1 | | | | | |
| G11 | Craft – Dynamic Data Visualization | | URL OR Case Study 2 minutes or less OR URL + Case Study | 1 | 3-5 | | \$550 |
| | <i>Exemplary use of information graphics that respond to a user's input in real time.</i> | 1 | | | | | |
| G12 | Innovation in Interactive – Online | | Case Study Video 2 minutes or less | 1 | 3-10 | | \$550 |
| | <i>Websites or online advertising that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i> | 1 | | | | | |
| G13 | Innovation in Interactive – Ambient / Immersive | | Case Study Video 2 minutes or less | 1 | 3-10 | | \$550 |
| | <i>Immersive interactive experiences that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i> | 1 | | | | | |
| G14 | Innovation in Interactive – Gaming | | Case Study Video 2 minutes or less | 1 | 3-10 | | \$550 |
| | <i>Digital games that are deemed new, original and more effective than any already existing. Entry should introduce new technologies or techniques.</i> | 1 | | | | | |